

Sean McSherry

Art Director

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seanmcsherry.com

646-943-2946

Experience

Deutsch Art Director

Jul 2024 - Present

- › Developed and executed creative concepts and messaging across channels and touchpoints in the marketing funnel.
- › Directed a team of designers in creating a visual framework for the Walmart Business and Walmart+ brand campaigns.
- › Collaborated with directors, photographers, designers, production, and account management teams to ensure client satisfaction and successful campaign execution under tight timelines.

Wakefern Art Director

Jan 2023 - Jul 2024

- › Concepted and created campaigns across media channels for Wakefern's brands including ShopRite, PriceRite, The Fresh Grocer, Fairway Market, and Bowl & Basket.
- › Worked with external production partners to produce polished campaign materials and deliverables.
- › Led creative campaign concepting and delivery for brand partnership with Rutgers University Athletics Department.

Doner Art Director

Oct 2022 - Dec 2022

- › Provided crucial support in conceptualizing and designing campaign materials for Tishman Speyer.
- › Developed and executed digital marketing assets: brochures, slide decks, and newsletters, enhancing brand visibility and engagement.

Leo Burnett Art Direction Intern

Jun 2021 - Aug 2021

- › Collaborated with copywriter intern to concept and design campaign materials for clients Wingstop, Firestone, and Basil Hayden's.

Spil Creative Inc. Designer/Art Director

Oct 2019 - Dec 2020

- › Concepted, designed, and executed campaign deliverables across a range of media for clients Plymouth Gin and Goslings Rum.

Education

VCU Brandcenter MS Business 2022

CUNY New York City College Of Technology BFA Graphic Design *Magna Cum Laude* 2019

Expertise

Adobe Creative Suite,
Figma, Final Cut Pro,
Keynote, Google Slides,
PowerPoint, Capcut
Campaign Development,
Copywriting
Branding & Identity,
Brand Strategy,
Print Production,
Video Production,
Product Photography,
Generative AI Visuals,
Retouching, Web Design

Recognition

NGA Creative Choice Awards Winner, 2025

NGA Creative Choice Awards Honorable Mention, 2024

The One Show Young Ones Shortlist, 2022

CUNY Conceptual Creative Award Winner, 2019